

Activity # 3-1

Learning Activity: Why Success in Customer Relations is Important to You

Goal: Help participants recognize the benefits (personal as well as professional) of good customer service

Materials:

Handouts for each participant: True /False questionnaire

Flipchart to record group responses

Markers

Tape (so groups can post their discussion notes if this method is selected)

Time:

3 minutes to complete individually

5 minutes to discuss in pairs (or groups)

15 minutes to debrief the entire group

Instructions:

Instruct participants to spend 3 minutes answering the questions.

Divide participants into pairs or teams (or assign two questions to each pair/team and ask them to discuss why they answered true or false). Ask them to discuss their answers for 5 minutes. Possibly have them record their responses on flipcharts.

Debrief by:

- a) Allowing each pair/ team to present or
- b) Facilitator review each question and allow for active participation

Key Learning Points:

There are many professional and personal benefits to delivering excellent customer service.

<p>WHY SUCCESS IN CUSTOMER RELATIONS IS IMPORTANT TO YOU</p>

Common sense should tell you that the success you have with customers will increase the amount of money you make, whether in salary increases or tips, as well as make you more promotable. Money aside, success in customer relations also provides many PERSONAL benefits.

Read each statement below. Determine which are *true* and which are *false* about the benefits good customer relations skills can bring to you.

- _____ 1. Working with customers is usually more enjoyable than working at a routine technical job.
- _____ 2. Improving interpersonal skills can develop a personality.
- _____ 3. The ability to provide the best possible customer service is a continuous challenge that keeps a job interesting.
- _____ 4. Most top executives lack effective customer relations skills.
- _____ 5. Ongoing success with customers can lead to better job security and opportunity for promotion.
- _____ 6. Learning to treat customers as special people has a “carry over” value to future jobs.
- _____ 7. What you learn about customer/client services in an entry level position is often more important than the money you make.
- _____ 8. Service jobs where you meet the public are easier than most technical jobs.
- _____ 9. Skills in performing the mechanics of your job are more important than your attitude about how you perform it.
- _____ 10. Smiles are contagious.

Answer Key

- T 1. Working with customers is usually more enjoyable than working at a routine technical job.
- T 2. Improving interpersonal skills can develop a personality.
- T 3. The ability to provide the best possible customer service is a continuous challenge that keeps a job interesting.
- F 4. Most top executives lack effective customer relations skills.
- T 5. Ongoing success with customers can lead to better job security and opportunity for promotion.
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- T 7. What you learn about customer/client services in an entry level position is often more important than the money you make.
- F 8. Service jobs where you meet the public are easier than most technical jobs.
- F 9. Skills in performing the mechanics of your job are more important than your attitude about how you perform it.
- T 10. Smiles are contagious.